

MEET
**LISA
DOUGHERTY**

>> FOUNDER OF THE MEDICAL
FITNESS NETWORK



Inspired by her father—who beat cancer four times—Lisa Dougherty is highly passionate about providing quality fitness programming to older adults who are managing chronic disease/conditions such as Alzheimer’s, arthritis, cancer, diabetes, heart disease, MS, osteoporosis, and Parkinson’s.

In 2013, Lisa sought to answer the question, “How can a fitness professional focusing their career in medical fitness access the population that needs them the most?” She asked a pair of health care experts—Dr. David Kruse, a sports medicine specialist, and Dr. John Heydt, CEO of the University of California Irvine Medical Center—for advice. The collaboration resulted in the formation of the Medical Fitness Network (MFN), attracting a variety of health care professionals including health coaches, dietitians, massage therapists, chiropractors, and physical therapists. The MFN is volunteer-driven with the goal of facilitating relationships between fitness and health care professionals, community members, business partners and medical organizations for the supported conditions.

Lisa, a graduate of the UCI fitness instructor program who has personal trainer and health coach certifications, sums up the importance of the MFN:

“Every Sunday, I call my dad and ask how he is doing. After he goes through the details of what he is going through with his cancer treatments, he quickly switches gears and asks, ‘How is the MFN project going?’

“He reminds me how important this project is to so many people and that I can never quit. We live in a time where our nation is unhealthier and more overweight than ever. People

are seeking the best of the best in our industry to serve them. I am hoping to unite the fitness industry with the MFN project to meet the growing demands of our aging population and serve as a platform to battle our nation’s health and obesity crisis.”

Silver&Fit® is proud to have the MFN as one of our endorsed organizations. As a Silver&Fit instructor or facility, joining the MFN membership network is a great opportunity to have an impact on older adults in need of qualified, passionate fitness professionals by providing profile website listings. Such organizations as the Arthritis Foundation, Sudden Cardiac Arrest Foundation, Osteoporosis Foundation and the Alzheimer’s Prevention & Research Foundation direct their client referral traffic to the MFN portal. Additionally, more than 50 leading fitness organizations offer discounts on primary certifications, specialty training, and continuing education opportunities that will increase your professionalism, education, and confidence in working with specialty populations and prepare you for the baby boomer population that is rapidly aging-in.

Interested in finding out more about the MFN? Visit their website at medicalfitnessnetwork.org/welcome, or call Diana, MFN membership services manager, at 949.310.3893. Make sure to state you are a Silver&Fit instructor or fitness facility to receive the associated discounts of 50% off the first year: only \$49 for MFN professional member (use code ASH49), or the special yearly rate of \$199 for facility memberships.

